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## ABSTRACT OF THE DISCLOSURE

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The apparatus comprises one or more light sources (18, 15) for providing light emitted from or reflected by the moving article and one or more light sensing mechanisms (15, 12, 50, 51) arranged to provide a signal when illuminated by the light, at least one of the light sensing mechanisms (15, 12, 50, 51) being arranged to detect when the moving article intercepts a known detection plane (19, 20, 21, 64, 65, 66, 67) wherever the article intercepts the plane. The sensing mechanism may comprise a slit aperture (10, 11, 12, 23, 60, 61) and/or cylindrical lens to define a detection plane. The apparatus may be used to measure the pre-impact and post-impact position and/or motion of a golf clubhead (7) and/or of a golf ball (1) during execution of a golf shot.

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